



# TOWN OF DISCOVERY BAY

A COMMUNITY SERVICES DISTRICT

**SDLF Gold-Level of Governance**



PLATINUM LEVEL

President – Bryon Gutow • Director – Kevin Graves • Director – Ashley Porter • Director – Michael Callahan • Director – Carolyn Graham

**NOTICE OF THE REGULAR MEETING  
OF THE STANDING INTERNAL OPERATIONS COMMITTEE  
OF THE TOWN OF DISCOVERY BAY  
Wednesday, October 6, 2021  
3:30 P.M. – 4:30 P.M.**

**NOTICE  
Coronavirus COVID-19**

The Town of Discovery Bay Community Services District Board Chambers will be open to the public as well as attendance by video conference and telephone for this meeting. Masks are required for in person attendance. On September 16, 2021, Governor Newsom signed into law AB 361, enabling public agencies to continue using teleconferencing with modified notice and physical access requirements for public meetings during a proclaimed State of Emergency.

In response to the current proclaimed State of Emergency, and recommended measures to promote social distancing imposed by State and local officials, the Town of Discovery Bay Community Services District Board of Directors will take all actions necessary to carry out the intent and purpose of AB 361, including, ensuring that the Directors and meeting attendees may continue to have the option to access and participate in this public meeting by teleconference to avoid imminent risks to the health or safety of the Directors and meeting attendees.

**TO ATTEND IN PERSON:** Masks are required to be worn inside the building.

**TO ATTEND BY TELECONFERENCE:**  
**Toll-Free Dial-In Number: (866) 848-2216**  
**CONFERENCE ID **5193676302#****

Download Agenda Packet and Materials at [www.todb.ca.gov/](http://www.todb.ca.gov/)

**Internal Operations Committee Members**

*Chair Michael Callahan  
Vice-Chair Carolyn Graham*

**A. ROLL CALL**

1. Call business meeting to order 3:30 p.m.
2. Roll Call.

**B. PUBLIC COMMENTS (Individual Public Comments will be limited to a 3-minute time limit)**

During Public Comments, the public may address the Committee on any issue within the District's jurisdiction which is not on the Agenda. The public may comment on any item on the Agenda at the time the item is before the Committee for consideration. Any person wishing to speak will have 3 minutes to make their comment. There will be no dialog between the Committee and the commenter as the law strictly limits the ability of Committee members to discuss matters not on the agenda. We ask that you refrain from personal attacks during comment, and that you address all comments to the Committee only. Any clarifying questions from the Committee must go through the Chair. Comments from the public do not necessarily reflect the viewpoint of the Committee members.

**C. DRAFT MINUTES TO BE APPROVED**

1. Approve DRAFT minutes of August 4, 2021, Internal Operations Committee Meeting.

**D. PRESENTATIONS**

1. Internal Operations Update.

**E. DISCUSSION ITEMS**

1. Discussion Regarding Social Media Policy.
2. Discussion Regarding New Website Platform.
3. Discussion Regarding Informational Text Blasts to Residents.
4. Discussion Regarding Setting a Date for a Town Hall Event.

**F. FUTURE DISCUSSION/AGENDA ITEMS**

**G. ADJOURNMENT**

1. Adjourn to the next Standing Internal Operations Committee meeting at the Community Center located at 1601 Discovery Bay Boulevard.

"This agenda shall be made available upon request in alternative formats to persons with a disability, as required by the American with Disabilities Act of 1990 (42 U.S.C. § 12132) and the Ralph M. Brown Act (California Government Code § 54954.2). Persons requesting a disability related modification or accommodation in order to participate in the meeting should contact the Town of Discovery Bay, at (925) 634-1131, during regular business hours, at least forty-eight hours prior to the time of the meeting."

"Materials related to an item on the Agenda submitted to the Town of Discovery Bay after distribution of the agenda packet are available for public inspection in the District Office located at 1800 Willow Lake Road during normal business hours."



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PLATINUM LEVEL

President – Bryon Gutow • Vice President – Kevin Graves • Director – Ashley Porter • Director – Michael Callahan • Director – Carolyn Graham

**MINUTES OF THE REGULAR MEETING  
OF THE STANDING INTERNAL OPERATIONS COMMITTEE  
OF THE TOWN OF DISCOVERY BAY  
Wednesday, August 4, 2021  
3:30 P.M. – 4:30 P.M.**

**NOTICE  
Coronavirus COVID-19**

In accordance with the Governor's Executive Order N-08-21, and for the period in which the Order remains in effect, the Town of Discovery Bay Community Services District Board will hold public meetings via teleconferencing as Board Chambers remain closed to the public.

To accommodate the public during this period of time that the Committee's Chambers are closed to the public, the Town of Discovery Bay Community Services District Committee Members have arranged for members of the public to observe and address the meeting telephonically.

**TO ATTEND BY TELECONFERENCE:**  
Toll-Free Dial-In Number: (866) 848-2216  
CONFERENCE ID **5193676302#**

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**Internal Operations Committee Members**

*Chair Michael Callahan  
Vice-Chair Carolyn Graham*

- A. ROLL CALL**
1. Call business meeting to order 3:30 p.m. By Chair Callahan
  2. Roll Call – All present.
- B. PUBLIC COMMENTS (Individual Public Comments will be limited to a 3-minute time limit)**
- None.
- C. DRAFT MINUTES TO BE APPROVED**
1. Approve DRAFT minutes of June 2, 2021, Internal Operations Committee Meeting.  
Motion by Vice-Chair Graham to approve Draft Minutes of June 2, 2021.  
Second by Chair Callahan.
- D. PRESENTATIONS**
1. Internal Operations Update.  
None.
- E. DISCUSSION ITEMS**
1. Discussion Regarding the Draft Emergency Response Plan.  
Executive Assistant Maddie Kibriya presented the Draft Emergency Response Plan (ERP). This plan was created as a guide to establish how to respond to certain emergencies or hazards that threaten our jurisdiction. The last time the ERP was updated was in 2015. ERPs are located inside of each emergency backpack.  
Vice-Chair Graham asked if a staff roster will be included in each binder.

Executive Assistant Maddie Kibriya advised a listing of all Town employees as well as temporary employees is located in each binder.

Chair Callahan asked if staff will be assigned roles in the event of an emergency.

General Manager Mike Davies advised that needs would determine assignments of each employee.

General Manager Mike Davies advised Vice-Chair Graham the Board of Directors will be notified of any emergency as soon as there is an opportunity and time allows for an emergency situation.

**F. FUTURE DISCUSSION/AGENDA ITEMS**

**G. ADJOURNMENT**

1. Adjourned at 3:40 p.m. to the next Standing Internal Operations Committee meeting at the Community Center located at 1601 Discovery Bay Boulevard.

"This agenda shall be made available upon request in alternative formats to persons with a disability, as required by the American with Disabilities Act of 1990 (42 U.S.C. § 12132) and the Ralph M. Brown Act (California Government Code § 54954.2). Persons requesting a disability related modification or accommodation in order to participate in the meeting should contact the Town of Discovery Bay, at (925) 634-1131, during regular business hours, at least forty-eight hours prior to the time of the meeting."

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DRAFT



# Town of Discovery Bay

<b>Program Area:</b> Administration	<b>Policy Name:</b> Social Media Policy	<b>Policy Number:</b> DRAFT
<b>Date Established:</b> DRAFT September 2021	<b>Date Amended:</b>	<b>Resolution:</b> DRAFT

## Town of Discovery Bay Social Media Policy

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## **1 Purpose**

This policy is to establish guidelines on the use of social media sites by the Town of Discovery Bay Community Services District (the “District” or “Town of Discovery Bay”) as an additional means of conveying District information to its members and visitors and maximizing the promotion of District programs and services.

The intended purpose of establishing social media pages for the District is to establish an interactive communication platform and to disseminate information from the District and about the District to its members and visitors. This policy is also intended to mitigate associated risks from use of social media technology where possible.

The District has an overriding interest and expectation in protecting the integrity of information posted on its social media pages and deciding what is “spoken” on behalf of the District. This policy applies wholly to the District, all District employees who use social media sites and/or technology on behalf of the Town of Discovery Bay.

## **2 Definitions**

“Social media sites” means content created by individuals, using accessible and interactive publishing technologies through and on the internet. Social media uses many technologies and platforms, including social networking, blogs, wikis, photo and video sharing, and more.

“District social media page” means a page on a social media site which the District establishes and maintains, and over which it has control over all postings, except for advertisements or hyperlinks by the social media site’s owners, vendors, or partners.

“Post” or “Comment” means information, articles, pictures, videos, hyperlinks, or any other form of content or communication posted on any District social media page.

## **3 General Policy**

The District’s official website at [www.todb.ca.gov](http://www.todb.ca.gov) will remain the District’s primary source and means of internet communication. To the extent possible, a link to the Town of Discovery Bay’s official website shall be included on any District social media page. Wherever possible, District social media pages should link back to the official District website for forms, documents, online services, and other information necessary to conduct business with the District. Information posted by the District on social media pages will supplement and not replace required notices and standard methods of communication.

Not all forms of social media may be appropriate for use by the District, and any social media page established on behalf of the District must be approved by the General Manager or his/her designee. Consideration shall be given to the overall nature, theme, and suitability for use for District purposes.

District social media pages should make clear that they are maintained by the District and that they follow the District’s social media policy. To the extent possible, this policy must be displayed to users or made available by hyperlink.

All photos posted by the District on its social media pages shall be for use in marketing and promotion of District programs and services. Under no circumstances will the District use photos of individuals who expressly ask that their photos not be made public.

District social media pages are subject to the California Public Records Act. Any content maintained in a social media format that is related to District business, including a list of subscribers, posted communication, and communication submitted for posting, may be a public record subject to public disclosure. All such content must be retained with the Public Records Act and the District's document retention policy.

Employees representing the District and posting content on behalf of the District on its social media pages must conduct themselves at all times as a representative of the District and in accordance with all District policies. Employees found in violation of this policy may be subject to disciplinary action, up to and including termination of employment.

This policy may be revised at any time upon approval by the General Manager. Every attempt will be made to provide prior notice of any changes. However, when deemed necessary in order to fully protect the District's interests, the interests of the public, and to more fully protect the safety of the public, including employees governed by this policy, then this policy may be changed without notice.

#### **4 Site Management and Content**

Social media sites approved for official use by the District include those that Archive Social can properly archive. Those social media sites are **Facebook, Twitter, YouTube, Instagram, LinkedIn, Vimeo, and Pinterest**. All approved social media sites must provide a mechanism for the employee to remove posts or prevent the posting of content that violates this policy.

Posting content to social media sites on behalf of the District is reserved solely for staff as authorized by the General Manager. The District's staff shall also administer and monitor the Town of Discovery Bay's social media pages and shall maintain all login and password information.

The District's social media pages are to be used for informational purposes, and all content must pertain to the District and/or District business, programs, services, or events. The District shall have full permission and rights to any content posted by or on behalf of the Town of Discovery Bay, including all photographs and videos.

District social media pages shall be managed consistent with the Brown Act, the Political Reform Act, and the California Election Code.

District staff will be responsible for posting content on the District's social media pages on behalf of the Town of Discovery Bay, monitoring content, responding to comments where appropriate, and ensuring adherence to this policy. Staff must review the District's social media pages on a regular basis to ensure compliance with this policy. In addition, staff must immediately alert the General Manager to any potential content posted on the District's social media pages that violates this policy.

Content posted by staff on the District's social media pages shall be done during normal business hours. After-hours and weekend postings of content shall only be made with approval from the General Manager.

Any employee authorized to post content on the District's social media pages shall not express his or her own personal views or concerns. Rather, posting of content by any authorized employee shall only reflect the views of the Town of Discovery Bay.

Any employee authorized to post on the District's social media pages shall review, be familiar with, and comply with this policy and the social media site's use policies and terms and conditions.

The District reserves the right to have any content restricted or removed if deemed to be in violation of this policy or any applicable federal, state, or local law. Any such removed content must be retained consistent with the Public Records Act, where applicable, and/or the District's document retention policy, including the date, time, and identify of the poster, when available.

## **5 Comment and Response Policy**

Many social media sites permit and invite posts and comments by site users. By permitting use of this feature, the District does not intend to create a general public forum, and all comments and posts must comply with this policy.

A member of the District's board of directors, or committees shall not respond directly to any communication on a social media platform regarding a matter that is within the District's subject matter jurisdiction that is made, posted, or shared by any other member of the District's board of directors, or committees.

The District's Terms of Use, as set forth below, must be displayed on any District social media page or made available by hyperlink.

The District intends for its use of any social media to relate solely to matters of District business. A comment or post by a member of the public on any District social media page is the opinion of the commenter or poster only and does not imply endorsement of, agreement with, or reflect the opinions or policies of the Town of Discovery Bay.

The following posts or comments are inappropriate and are subject to removal or restriction by the District:

- Profane, obscene, violent, or pornographic content and/or language;
- Content that promotes, fosters, or perpetuates discrimination or harassment on the basis of race, creed, color, age, religion, gender, national origin, sexual orientation, or any other category protected by local, state, or federal law;
- Defamatory, derogatory, or personal attacks on any District employee or official;
- Threats to any person or organization or encouragement of illegal activity;
- Information that tends to compromise the safety or security of District employees, the public, public systems or the District's technology resources;
- Content that violates any legal ownership interest, such as copyright or trademark;
- Content containing personal information such as home addresses, phone numbers, social security numbers, dates of birth, or driver's license numbers;
- Solicitation of commerce, including any advertising or business services or products for sale;
- Content that violates any federal, state, or local laws;
- Comments in support of, opposition to, any political campaigns or ballot measures;
- Comments not related to District posts, business, information, announcements, events, or comments not related to the original topic, including random or unintelligible posts;

- Comments or posts on topics or issues not within the jurisdictional purview of the District.

The above list is not necessarily exhaustive, and the District reserves the right to remove or restrict any post or comment that violates the purpose or spirit of this policy.

Any employee authorized to post on the District's social media pages shall use his or her best judgment in deciding whether or not to respond to a post or comment and shall avoid engaging any user in an argumentative or offensive manner. Any response by an authorized employee made on behalf of the District shall comply with all terms of this policy. Content in any post or response made on behalf of the District shall not specifically refer to any District vendor, supplier, member, contractor, employee, or official without the approval of the General Manager.